



Benefits Realization Management – Capturing Business Value

An advanced 2-day face-to-face seminar that provides strategy, tools and techniques on how to design, set-up and run a benefits realisation system in your organisation.

Benefits realization management is essential to any organization especially in times of change and increasing risk. In general terms, a benefits measurement framework enables managers to determine the extent to which agreed and stated objectives are actually achieved. However, you can only measure success if you have a view of what a successful outcome looks like.

Effective managers systematically describe, analyse and use measures of benefit performance to:

- improve business decision-making and outcomes;
- design and modify programs of work to improve performance;
- better allocate resources, justify activities and expenditure;
- demonstrate success via superior performance against business objectives; and
- improve accountability for delivery of agreed outputs and achievement of outcomes.

This Business Realisation Management seminar offers a proven approach and guide to designing and implementing a performance measurement system that will improve your organizations performance and decision-making. Overall, you will learn how to put together and deliver a performance strategy for your organization that can allow you to track programs of work and projects beyond outputs and thereby ensure that benefits in the form of business outcomes are ultimately realised.

Your seminar experience will cover:

This seminar is made up of eight (8) modules and supplemented with three appendices that provide clarity of terms, a roadmap for success as well as key tools & techniques for a sustainable outcome. The workshop covers:

Module 1. Organisational Concepts, Basis and Terminology

Module 2. Benefits Realisation Management

Module 3. Identifying and Selecting Potential Benefits

Module 4. Define Adequate Measures

Module 5. Benefit Tracking & Reporting

Module 6. Delivering the Capability & Transitioning the Change

Module 7. Embedding BRR Successfully within an Organisation

Module 8. Workshop Summary of Key Points

A case study is blended through the workshop that allows the delegates to apply their learning to a simulated situation.

Appendices contain tools and templates plus supporting information.

How will I benefit?

Develop and enhance the contributions you make to your organization by being able to:



1. Identify and recite the dimensions and value of a Benefits Management system.
2. Gain leading knowledge of what works and that is proven in the workplace.
3. Identify, analyze, compose and deploy stakeholder management strategies and plans.
4. Detail and summarize a complete process for embedding a benefits management system into your organization.
5. Gain detailed insight of the principle of alignment and how it relates to organizational performance.
6. Describe the importance of managing and sustaining change elements during and after transition.

What will be used?

Lecture, case study, discussion/debate, examples and group exercises are all blended through the workshop duration. Participants receive a comprehensive seminar workbook for ongoing reference.

Who should attend?

This is a strategic and business management orientated seminar that will be of benefit to those that have aspects of organizational performance as part of their duties. Specifically VP's, sponsors, leaders/heads of portfolio/program management, EPMO and PMO leaders, change managers and internal audit staff will all gain valuable insights and knowledge.

Professional Credits

Successful completion of this workshop allows claiming of 14 PDU's and/or 1.4 CEU's

Instructor Bio

Iain Fraser, Dip PPC, PMP, MoP, P3M3, PMI Fellow, Fellow PMINZ

Iain is globally recognised as an expert in modern business, portfolio, program and project management practices. For 30 years he has worked around the world in the Banking/Finance, Defence, Engineering, Government, Oil & Gas, Power and Telecommunications sectors. He is a sought after trusted advisor on portfolio, program and project management and related PMO's. He is also recognised as a public speaker and keynotes many business events. He is the author of the best-selling book *'The Business of Portfolio Management – Boosting Organisational Value'*. Additionally many of his whitepapers have been published globally in various business media including The Telegraph and The Times of the UK.

Recently retired as CEO of Project Plus Ltd, a professional services organisation he founded, grew, and took global, he now consults to organisations embracing change. Iain holds a Certificate in Company Direction from the Institute of Directors amongst other professional qualifications.

During 2006 he was Chairman of the global Board of Directors of the Project Management Institute (PMI) and Vice-Chair in 2005 where he oversaw a period of considerable growth and global expansion for PMI.

His specialties include: Organisational Governance; Portfolio, Program & Project Consultancy; Program/Project Rescue; Portfolio/Program Governance; EPMO/PMO's, Change Management, Value Management, and Business Realisation Management.